

ORDER



Orders	Order / Rev:	47710	KUCW-TV
	Alt Order #:	08839345	Continental Washington DC
	Product Desc:	NRCC IE 2012	
	Estimate:	2980	
	Flight Dates:	08/24/12 - 08/30/12	Primary AE:
	Original Date / Rev:	08/07/12 / 08/07/12	Sales Office:
	Order Type:	CIA - O	Sales Region:
Agency	Name:	National Media Team	
	Buying Contact:		
	Billing Contact:		
	815 Slaters Lane	Billing Type:	Cash
	Alexandria, VA 22314	Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	National Republican Congress	
	Demographic:	A35+	
	Product Codes:	Issues/Propositions	
	Priority:	P-1	
	Revenue Codes:	AGY, POL-ISS, GEN	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	5	\$2,050.00	\$1,742.50	August 2012	5	\$2,050.00	\$1,742.50	0.00
08/27/12	08/30/12	8	\$2,900.00	\$2,465.00	September 2012	8	\$2,900.00	\$2,465.00	0.00
					Totals	13	\$4,950.00	\$4,207.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
KUCW-TV	1%	\$4,950.00
Market	100%	\$495,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	30%	\$148,500.00
KSTU	30%	\$148,500.00
KTVX	13%	\$64,350.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	25%	\$123,750.00
UNKWN	1%	\$4,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	08/24/12	08/24/12	M-F 10p-1030p M-F 10p-1030p	CM	10p-1030p	-----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
BG BNG THRY B<															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 08/20/12	08/26/12	-----F--		1	\$300.00			0.00					
E 2	KUCW	08/27/12	08/27/12		CM	10p-1030p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00

Order / Rev: 47710
 Alt Order #: 08839345
 Flight Dates: 08/24/12 - 08/30/12

Advertiser: National Republican Congress
 Product Desc: NRCC IE 2012
 Estimate: 2980

KUCW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10p-1030p											
				M-F 10p-1030p											
				BG BNG THRY B<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$300.00		0.00			
E 3	KUCW	08/28/12	08/28/12	M-F 10p-1030p	CM	10p-1030p		:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p											
				BG BNG THRY B<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$300.00		0.00			
E 4	KUCW	08/29/12	08/29/12	M-F 10p-1030p	CM	10p-1030p		:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p											
				BG BNG THRY B<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W---		1				\$300.00		0.00			
E 5	KUCW	08/30/12	08/30/12	M-F 10p-1030p	CM	10p-1030p		:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				M-F 10p-1030p											
				BG BNG THRY B<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--T--		1				\$300.00		0.00			
E 6	KUCW	08/25/12	08/25/12	Sa 1030p-12a	CM	1030p-12a		:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
				Sa 1030p-12a											
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		2				\$600.00		0.00			
E 7	KUCW	08/24/12	08/24/12	M-F 6p-630p	CM	6p-630p		:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----F--		1				\$425.00		0.00			
E 8	KUCW	08/27/12	08/27/12	M-F 6p-630p	CM	6p-630p		:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----		1				\$425.00		0.00			
E 9	KUCW	08/28/12	08/28/12	M-F 6p-630p	CM	6p-630p		:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1				\$425.00		0.00			
E 10	KUCW	08/29/12	08/29/12	M-F 6p-630p	CM	6p-630p		:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W---		1				\$425.00		0.00			
E 11	KUCW	08/30/12	08/30/12	M-F 6p-630p	CM	6p-630p		:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
				M-F 6p-630p											
				TWO & HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--T---		1				\$425.00		0.00			
E 12	KUCW	08/25/12	08/25/12	Sat Reg 2	CM	8p-9p		:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
				Sat 8p-9p											
				BONES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----S-		1				\$125.00		0.00			

Totals

13

\$4,950.00